

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

DELAWARE VALLEY PACKAGING

Delaware Valley Industrial Resource Center

DVPG Uses Talents of Workforce to Achieve Operational Cost Savings

Client Profile:

Delaware Valley Packaging Group (DVPG) is a provider of comprehensive packaging products and packaging design solutions. The company was founded in 1967 by two brothers-in-law in a small storefront in Philadelphia, Pennsylvania. DVPG grew through the 1970s and, with its first of three acquisition's in the 1980s, sales rose sharply, which lead to the expansion of their facility in Bensalem, Pennsylvania. The family-owned company employs 38 people.

Situation:

In an effort to continue to grow their business, DVPG recognized the value of using the talent and experience of their existing workforce to achieve operational cost savings. This would allow the company to free-up labor hours so that the continued growth could be accomplished with optimal staffing. DVPG recognized the potential for applying continuous improvement techniques to their strategic operational opportunities, and were interested in training that would enable key associates to accomplish an effective continuous improvement initiative. DVPG also recognized the value of customer service training. Specifically, the company wanted to enhance up-selling techniques of their customer service representatives. In addition, the company recognized the value of continuous computer training in order to maximize their return on investment with regard to the purchase of new computers. DVPG turned to the Delaware Valley Industrial Resource Center (DVIRC), a NIST MEP network affiliate, for assistance.

Solution:

The DVIRC recommended hands-on training in up-selling techniques to help the customer service representatives understand the needs of each customer, and maximize the value of each phone interaction. The DVIRC also recommend computer training to build upon the Microsoft Word and Excel computer skills of the customer service representatives; specifically, to enable them to edit documents, format text and paragraphs, proof documents, add tables, etc. Over thirty hours of training was delivered to DVPG.

Results:

- * Saved \$25,000 in costs annually.
- * Reduced Help Desk/IT assistance.
- * Reduced paper copies of electronic documents.
- * Increased speed and efficiency of customer service representatives.
- * Increased size of customer orders and customer satisfaction.

Testimonial:

www.mep.nist.gov



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